

Impact Report

The Alfred Arcade





Ripe Bananas #02, Paintings by Benji Heinke. Photo credit Mat Scott

Context & Review

The Alfred Arcade is a brand new venue by 'a space' arts, in partnership with Southampton Solent University (SSU) and Winchester School of Art (WSA), that launched in early August 2018. It's inaugural exhibition, Ripe Bananas, was a two-part exhibition of outstanding work by a group of recent Fine Art graduates from both universities. The project provided an opportunity for fourteen emerging artists to exhibit a recent body of work in a brand new gallery space: The artists met, exhibited and engaged in critical debate; forming networks and friendships to help them sustain a fruitful visual arts practice here in Southampton.

Aims

To provide a platform for recent graduates to showcase their work.

To provide support and professional development opportunities for the participating artists.
To test the potential of the Alfred Arcade as an exhibition space.

To work with recent graduates to develop ideas about how to programme the space in a way that reflects the needs and wants of the emerging artists in Southampton and Winchester.



Exterior of the Alfred Arcade. Photo credit: Mat Scott



The Alfred Arcade is a unique gallery space with six exhibition/studio spaces, an office, two toilets and a terrace at the back which overlooks the railway. A stone's throw from the city centre, the gallery is situated on Old Northam Road, which is home to a growing community of artists.

In the past, the street was a busy and bustling place in the heart of the city. It became known as the 'antiques-quarter' in the 60s and 70s and attracted visitors from all over the world. In 1988, however, the new dual carriageway and Six Dials interchange was built, leaving Old Northam Road cut off from the rest of the city. Since then, many vendors have gone elsewhere, leaving behind long rows of beautiful Victorian shop fronts with nothing on display.

With its rich history and abandoned spaces, the street is brimming with opportunity for artists to move in and make use of it all.





Ripe Bananas artists..Photo credit: Mia Delve

'a space' arts invited seven graduates from SSU and seven from WSA to exhibit at one of two shows that took place in August and September 2018. Ten of the artists were from that summer's graduating cohort and four had graduated in 2017 and were a year into their professional practice.

This group of fourteen was then organised into two mixed groups so that the artists from each university could share ideas, exchange advice and form support networks.



Work by Svetlana Ochkovskaya. Photo credit: Alex Batten

Programme: Ripe Bananas #01 - Exhibiting Artists

Moylin Ho Knit Chong

'The imago' is a dead psychoanalytical term. It is Latin for the divine image that we carry within us. Moylin's practice is fueled by her quest to uncover her own repressed imago through the exploration of various personas. With a keen interest in storytelling, theatre, marionettes and folklore, Moylin's work is eerie, ambiguous, uncanny, freaky and fascinating.

Grace Payne

Grace's practice pits the personal against the universal and the digital against the analogue. Her work is a platform for discussing socio-political issues such as race and gender, informed by her own experiences as a female Chinese transracial adoptee. Using her own personal mythology, she tackles these issues in the digital realm, with profound insight and humour.

Robin Price

Robin is interested in the human form and the space our bodies displace. He makes sculptures from sellotape and experiments with plaster and plinths. The people represented in his work are stripped of their identity; any notions of creed, colour and nationality are removed to highlight a binding commonality: the space that we inhabit.

Kane Applegate

Kane is a scavenger. His practice is fed by an ever-growing collection of abandoned and abused materials and objects, discarded and disregarded

by the citizens of Southampton. Working with these found things, he builds sculptures and structures that explore the notion of three physical forces: balance, compression and tension.

For Ripe Bananas #01, Robin and Kane were working together, using the space as a studio to develop a collaborative practice.

Charlotte Marchant

Charlotte's practice is an ongoing investigation into the traditions and limitations of photographic portraiture. Recently, she's been photographing the homes of the elderly residents at Oaktree Park in Southampton, whose domestic environments convey a narrative that more conventional portraits might miss.

Svetlana Ochkovskaya

Svetlana makes immersive, disorientating, site-specific alien spray-foam installations; mythic representations of her world view. Inhabited by a creature that is neither human nor alien, real or imaginary, these glowing environments bend the fragile boundaries of our perceived reality.

Tina Nicholls

Tina felts phallic mushrooms. She uses a craft often overlooked as an art form and associated with domesticity; woman's work. Frustrated by a society that condemns women for their promiscuity, yet praises men for the same behaviour, Tina's haptic practice scrutinises the unreasonable and unrealistic expectations of women, judged for their sexual liberty.



Work by Bethany Luxton. Photo credit: Mat Scott

Programme: Ripe Bananas #02 - Exhibiting Artists

Bryn Lloyd

Bryn manipulates materials to make them move; he uses motors and magnets to create kinetic sculptures that involve and envelop the viewer. Often constructed from recognisably recycled objects and technologies, his handcrafted mechanics are eerily attuned to the ever-shifting sights and sounds of the world around us.

Kelly Sinclair

Kelly's multidisciplinary practice responds to the wider sociological significance of her own life experiences. The personal is political. She talks about trauma; writes about relationships; and makes films about the complicated culture surrounding the fat, female body.

Mandy Smith

Mandy's installation is a dystopian vision of an ocular-centric future, where only our eyes remain to observe the world through screens and social media. Her practice is fed by a maternal concern for her own adolescent children and their dependance on social media and selfies. Domestic objects, sights and sounds provide the material for her work.

Benji Heinke

Benji is a painter, inspired by the pop art aesthetic and patterns of popular culture. His paintings begin life as a collection of images, colours and lines, which are then carefully composed, matched and assembled in paint, on canvas.

Bethany Luxton

Beth's stop motion animations are sickly sweet and sinister. The characters in her surreal stories are played by handmade sculptures, puppets and imaginary friends, barely alive and yet, frame by frame, they move through her projected subconscious.

Henry Frampton

Henry is interested in the juxtaposition of natural forms and manmade materials. He uses concrete, metal, glass, crystal, foam and taxidermy to explore the imperfections and organic decay of objects and animals.

Kane Applegate and Robin Price

For Ripe Bananas #02, Kane and Robin moved their collaborative practice to the roof. They constructed a geodesic dome out of broken up wooden pallets; reusing and repurposing the debris from Ripe Bananas #01.



Alfred Arcade. Photo: Mat Scott

Our next project at the Alfred Arcade, Banana Bread, is a short-term residency programme that aims to encourage artistic and professional development through skills-sharing workshops and opportunities. For three weeks, seven of the fourteen 'Ripe Bananas' will have access to a studio space for artistic experimentation and production. During the course of the residency, a number of workshops will take place, lead by the participating artists. The outcomes of these workshops will then be exhibited, along with other studio work, for one weekend only in October.

Our ambition is that Ripe Bananas and Banana Bread will be the first in an ongoing series of projects on Old Northam Road to help support recent graduates in the transition from student to emerging artist, with the aim of retaining the brilliance and talent emerging from the city's two universities.



Professional and artistic development opportunities



Work by Grace Payne. Photo credit: Mat Scott

One-to-one tutorials

Each artist was offered a one-to-one session with our Programme and Projects Assistant, Mia Delve, before the exhibition install, to discuss the development of the work, the practicalities of the install and the artist's other commitments and ambitions.

Ongoing curatorial support

Throughout the two-week installation period, our Programme and Projects Assistant was also on hand to meet with each artist and assist in curating the exhibition.

Live art opportunities

A small programme of performances and readings was put together for the launch of both RB#01 and RB#02. Grace Payne and Kelly Sinclair each performed a spoken-word piece and Mandy Smith delivered a performance titled Mother Overload in an elaborate costume, which then remained at the Arcade for the duration of the exhibition.

Crit Sessions

After both RB#01 and RB#02, 'a space' arts hosted a crit session at the Alfred Arcade, so that each artist could receive feedback about their work. These sessions encouraged the participating artists to fully engage with the work and exchange ideas and advice. The artists were also introduced to our Artist Development Officer, Alys Scott-Hawkins, who discussed with them.



The Alfred Arcade. Photo credit: Ian Delve

Promoting Ripe Bananas

Visitor Numbers

RB#01

175

(inc 115 at launch)

RB#02

198

(inc 72 at launch)

Press Coverage

Daily Echo,
Southampton Solent University Magazine.

Newsletters

Internal - 'a space' arts Newsflash August
Internal - 'a space' arts Newsflash September
Internal - 'a space' arts Arches Studios Newsflash
August and September
External - Southampton City Council Culture Vulture

Event Directories & External Websites

Press Association,
VASW,
Art Rabbit,
Culture Hampshire,

Print Marketing

50 Posters
150 Flyers
100 stickers

Social Media

Facebook - 5,788 people reached
Twitter - 4,726 people reached
Instagram - 461 engagements

Website

Event Profile - Ripe Bananas #01
Event Profile - Ripe Bananas #02
Article - Launch of Alfred Arcade

Digital Interaction

Ripe Bananas Impact Report 2018

Social Media

Facebook

Post	Post reach	Clicks	Engagements
Launch of AA	1,422	108	113
1 week to go	1,150	96	62
Launch night	814	50	48
Post launch	439	193	28
Launch RB2	256	2	8
Post launch	1,707	325	78

5,788
Post Reach

774
Clicks

337
Total Engagements

Twitter

Post	Post reach	Engagements	%
RB1 launch	1,250	06	3.6%
RB 2 launch	2,103	38	1.8%
RB 2 launch 2	731	79	10.8%
Reminder	642	15	2.3%

4,726
Post Reach

138
Total Engagements

4.6%
% of Engagements

Instagram

Post	Engagements
RB1 artists	54
RB1 slides	48
RB1 graphic	56
RB1 slides	56
RB1 close	47
RB2 graphic	35
RB2 slides	67
RB2 slides	53

461
Total Engagements

Website

Page	Views	Unique Views	% of visits
Alfred Arcade Launch	270	246	1.89%
Ripe Bananas #01	221	192	1.55%
Ripe Bananas #02	218	193	1.53%

709
Website visits

8
Physical Newsletter Sign Ups

* data taken from the time period 01/072018 - 01/10/2018



Digital Feedback

Ripe Bananas Impact Report 2018

RB#01

“Loved the felted phallic mushrooms at the Ripe Bananas exhibition #ripebananas”

- @kellyhill, Instagram



Ripe Bananas #01. Photo credit: Ian Delve



Ripe Bananas #01. Photo credit: Ian Delve

Ripe Bananas with this gal @peach_art101 was incredible from set up to opening night, so grateful I could be part of the project!

- @graceonify, Instagram

“Artists @mandysmithartist @kaneapplegate and @robin_price_ sitting outside @aspacearts new space The Alfred Arcade currently exhibiting Ripe Bananas #01... Southampton, you have my heart.”

- @solent_showcase_gallery, Instagram



Ripe Bananas #01. Photo credit: Ian Delve

“@aspacearts Ripe Bananas #1 project is amazing, with graduated artists from @wsa_ba and @solentuniofficial”

- @artsunisouth, Instagram



Ripe Bananas #01. Photo credit: Alex Batten

“Brilliant evening! Awesome space and a terrific show”

- @atinalaneart, Instagram

Digital Feedback

Ripe Bananas Impact Report 2018

RB#02

“Such a lovely night at Ripe Bananas No. 2 - so lucky to get to work with such talented people, like @mandyS34 and her balls <3 ”

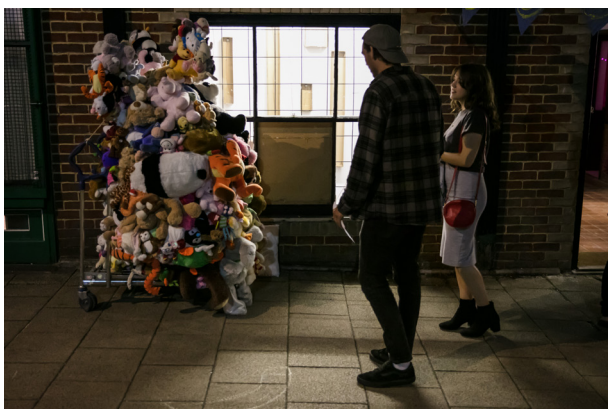
- @kellmacsinc, Twitter



Ripe Bananas #02. Photo credit: Mat Scott

“Opening night for Ripe Bananas #02 at @aspacearts new space The Alfred Arcade. Arts group ‘A Space’ are creating amazing opportunities for artists in Southampton at the moment, graduate and emerging artists alike.”

- @solent_showcase_gallery, Instagram



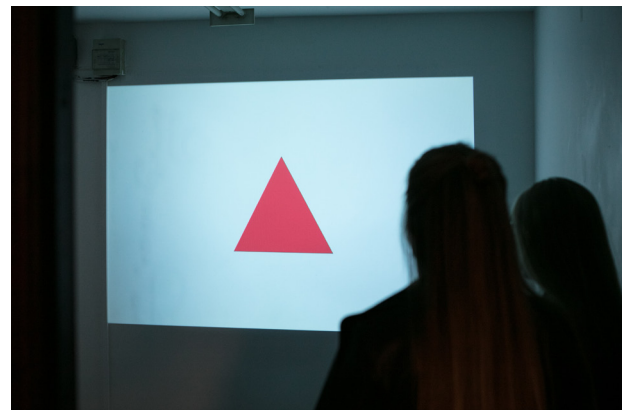
Ripe Bananas #02. Photo credit: Mat Scott

“Great show in Southampton @aspacearts #ripebananas”

- @Teaboy4life, Twitter

“Buzzy night in #Southampton with @JHansardGallery #TimeAfterTime and @aspacearts #ripebananas #acesupported #CulturalCity The old new meets the new new”

- @GJamesGough, Twitter



Ripe Bananas #02. Photo credit: Mat Scott

“Another amazing exhibition with some truly great artists. Many thanks to @aspacearts for giving us this amazing opportunity to showcase what we are capable of!”

- @robin_price_, Instagram

“Great launch of Ripe Bananas #02 this weekend”

- @tamertonguy, Instagram